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219-06

# RESOLUTION SUPPORTING FINAL DOWNTOWN PARKING STUDY RECOMMENDATIONS

WHEREAS, in June, 2005 City staff initiated a study to review the parking characteristics and needs of the downtown parking system;

WHEREAS, in June 2005, City staff retained the services of a qualified parking consultant (Desman Associates) to perform the following tasks:

- Develop a reusable computer model to evaluate the growth and parking needs in the CBD
- Develop and provide recommendations regarding a marketing plan for parking in the CBD
- Review downtown parking data and stakeholder input (business surveys, stakeholder focus groups, and monthly update meetings with Downtown Development Advisory Committee (DDAC) – membership representation includes DGI, GMA, CVB; major property owners (Kern, Lomax, Southside, Triad Stage, etc.) and interest; and small property owners (and interest O'Kennedys, Anna Marie's, McCouls, etc.) and interest), to identify current and emerging on and off-street parking issues and needs and, to provide recommendations to resolve the issues and enhance the overall efficiency, effectiveness, and operations of the downtown parking system.

WHEREAS, in January 2006, Desman Associates presented a draft set of recommendations to City staff for review and follow-up;

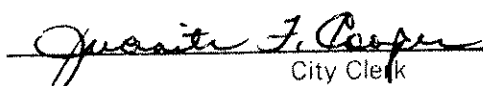
WHEREAS, from January 2006 – September 2006, City staff effectively worked with and involved all interested downtown stakeholders in a review of the recommendations and study process by reviewing, discussing, and were appropriate adding to or modifying the study recommendations to best meet the needs of the downtown area, its numerous and diverse stakeholders and business interest, and to insure the highest and best use of the City's parking system and resources to support the overall continued growth and reemergence of downtown Greensboro;

WHEREAS, City staff updated City Council on the parking study recommendations during their July 25, 2006 and September 26, 2006 City Council briefings, said recommendations presented herewith this day.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

1. That City Council does hereby support and endorse the final downtown parking study recommendations presented herewith this day.
2. That City Council does hereby encourage staff to move forward in their implementation.

The foregoing resolution was adopted  
by the City Council of the City of  
Greensboro, NC on

OCT 17, 2006  
  
City Clerk

# Final Downtown Parking Study Recommendations

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## On-Street Parking Recommendations:

- 1.) **Add two (2) Parking Enforcement officers in the CBD**
  - Change will encourage proper on-street parking space use
  - Hire 1 additional officer in FY 2006-2007 (January 1, 2007)
  - Hire 1 additional officer in FY 2007-2008 (July 1, 2007)
  - Estimated cost per officer = \$55,350 (Salary, vehicle, equipment)
  - Implementation schedule – January 1, 2007 and July 1, 2007
- 2.) **Adjust On-Street Parking Meter Rates**
  - Change will encourage proper on-street parking space use and, will provide revenue for deck incentives and new parking enforcement officers
  - FY 2006-2007 – Remain .25 cents per hour
  - FY 2007-2008 – Increase to .50 cents per hour
  - Implementation schedule – July 1, 2007

## Parking Deck / Lot Recommendations:

- 1.) **Increase free (no-charge parking) time in parking decks from 30 min. to 1 hour**
  - Change will encourage greater use of parking decks
  - Estimated (loss revenue) parking incentive = +/- \$25,000 annually
  - Implementation schedule – January 1, 2007
- 2.) **Adjust (reduce) parking deck rates to \$0.50 per hour**
  - Change will encourage greater use of parking decks for long-term parking (i.e., rate to park in deck for 2 hours (\$.50) on July 1, 2007, will be cheaper than parking on-street 2 hours (\$1.00))
  - Estimated (loss revenue) parking incentive = +/- \$40,000 annually
  - Implementation schedule – January 1, 2007
- 3.) **Change Elm/Greene & Elm/McGee lots to hourly parking**
  - Move all currently monthly parkers (85) to other facilities and convert spaces to hourly parking
  - Experiment with Pay Stations - Cost of 2-3 pay stations – \$16,300 - \$24,450. Cheaper than installing parking meters (85x \$600 = \$51,000)
  - Implementation schedule – January 1, 2007
  - *Recommended by Downtown Development Advisory Committee*
  - *Supported by DGI (Experiment with pay stations w/debit & credit card capabilities)*

## **Systemwide Recommendations:**

### **1.) Increase Downtown Parking Marketing**

- Enhance parking brochure distribution, use of CH 13, parking website, increase signage, and explore options with proposed parking committee
- Implementation schedule – January 1, 2007

### **2.) Increase Depot Lot Utilization**

- Better utilization of the Depot monthly lot (28 of 48 monthly spaces currently rented – PART Express (20), Depot Tenants, and GTA Drivers)
- Open lot to public for hourly parking during the day and free after hours
- Estimated cost (20 meters = \$12,000 or 2 pay stations = \$16,300)
- Implementation schedule – January 1, 2007
- *Supported by Downtown Development Advisory Committee*
- *Recommended by DGI*

### **3.) Create Downtown Parking Committee**

- Committee will continuously monitor and develop recommendations to improve overall quality, function, and effectiveness of the downtown parking system and its many, diverse needs
- Committee will be a function of the DDAC
- Committee will have 9 members. 5 representatives from the City of Greensboro staff and 4 representatives from downtown stakeholders (1 – DGI, 1 – GMA, 1 – Large property/business interest, 1 – Small or night time property / business interest)
- Committee will develop and provide recommendations to the DDAC for consideration/approval and prior to forwarding to City Council for consideration/action
- All meetings of the Parking Committee will be open to the public
- *Recommended by DGI*